



Types & Examples of Tourist Impact Indicators

Basic types of indicators:

1. Environmental (Biophysical)
2. Socio-cultural aspects
3. Visitor Experience
4. Economic
5. Managerial (Infrastructure)

1. Examples of environmental indicators:

- Soil erosion at a particular site
- Site spreading (vegetation loss) in campgrounds or along trails
- Sea floor litter at mooring sites
- Stress on a particular wildlife species (nesting success, animal aggression against visitors, etc.)
- Illegal fires or campfires
- Landslides along a road
- Coliform bacteria count in river X, beach X
- Visibility from point X
- Number of damaged trees in picnic area
...etc....

2. Examples of visitor experience indicators:

- Number of encounters with other groups per day
- Number of safety violations per month
- Number of complaints about noisy visitors
- Number of students using area for environmental education
- Number of illegal hunters encountered in location X
- Percent of visitors pleased with their visit to the area/site
- Evidence of human waste
- Number of return visitors
- Visitor perception of naturalist guides



...etc....

3. Examples of economic indicators:

- Number of ecotourism entrepreneurs in neighboring communities
 - Amount of entrance fees collected in a month
 - Average length of stay in the site/community
 - Overall contribution of ecotourism to site's budget (percentage)
 - Level of tourism employment
 - Level of investment in local public services and facilities
- ...etc....

4. Examples of socio-cultural (on communities) indicators:

- Maintenance of traditional practices
 - Change in population
 - Reports of negative behavior by visitors toward residents
 - Change in crime rate
 - Number of visitors at local cultural events/sites
 - Perception of guides of sustainable tourism activity
 - General perception of residents of sustainable tourism activity
- ...etc....

5. Examples of managerial (infrastructure) indicators:

- Number and length of trails
 - Amount of time spent on infrastructure maintenance
 - Amount of graffiti found in campgrounds
- ...etc....

Drumm, Andy. Alan Moore, Andrew Sales, Carol Patterson, and John E. Terborgh. 2004. Ecotourism Development: A Manual for Conservation Planners and Managers. Volume II. The Business of Ecotourism Development and Management. The Nature Conservancy, Arlington, Virginia, USA.